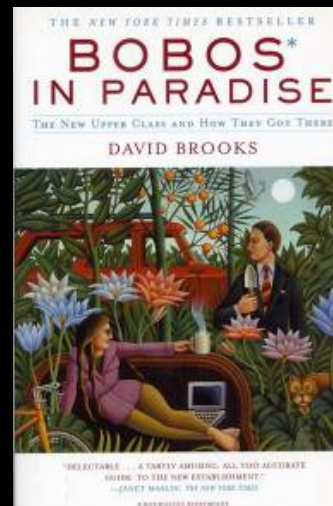
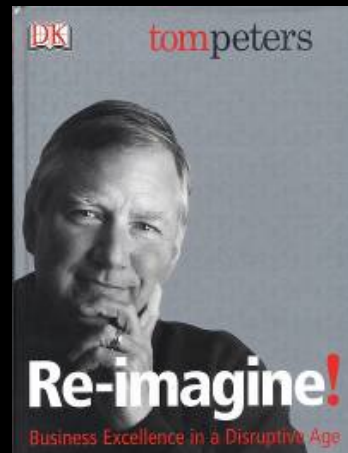
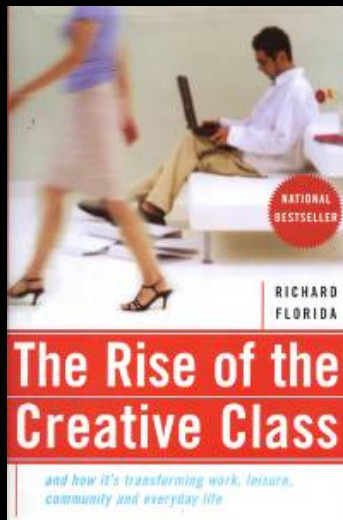
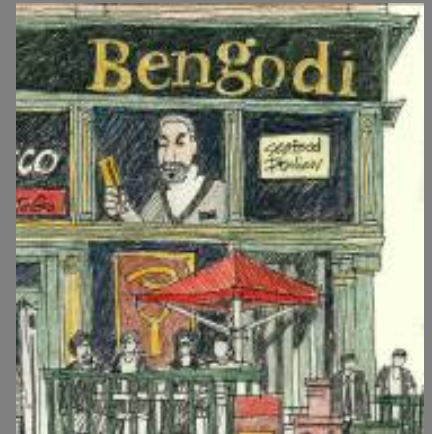


Places to Flourish:

Placemaking and the Creative Class



Cultural and Economic Shifts:

“**Knowledge workers** are free to roam the earth, to pick off the best gigs...”

- Technology has made the talent mobile
- Jobs are following the best talent (not the other way around)
- Talent is attracted to *quality of place*

Cultural and Economic Shifts:

Place – where we live, work & play:

“is becoming the central organizing unit of our economy and society, taking on the role that used to be played by the large corporation.”

Richard Florida, *Rise of the Creative Class*.

Cultural and Economic Shifts:

“Enhancing livability, therefore, should be a central objective in every city’s economic transition strategy, and the elements of livability should be employed as economic development tools.” Partners for Livable Communities, Urban Land, May 2006

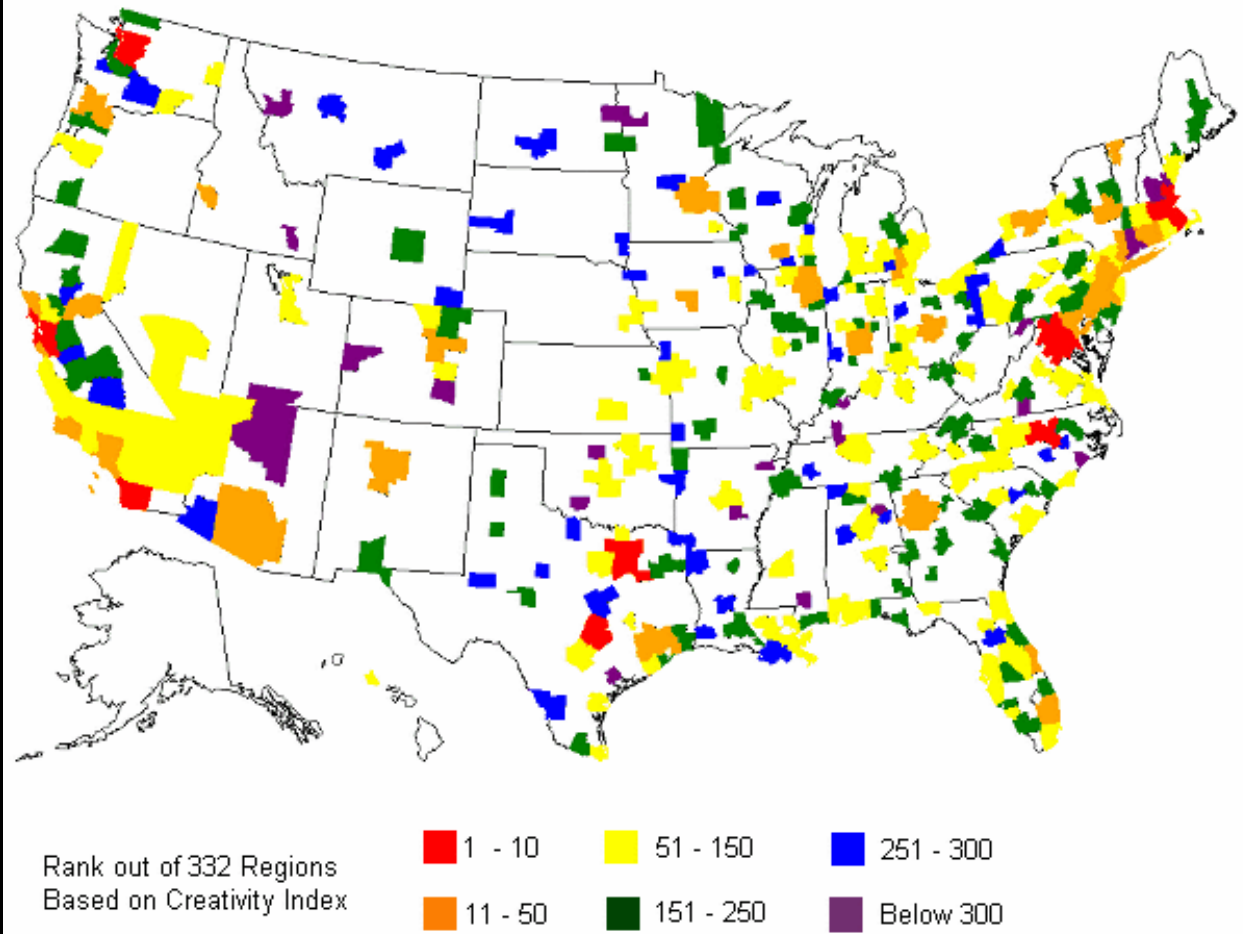
Cultural and Economic Shifts:

What types of places should we be emulating?

???????

*Name 5 Cities that are
cool & funky w/ cutting edge
technology companies,
researchers, architects, start
up companies and artists*

Seattle



A handful of highly livable cities consistently attracts the lion's share of creative talent, and these cities offer lessons in placemaking that others can learn from.

Source: Landscape Architecture – Placemaking for the Creative Class,
by Jim Richards Feb. 2007

Austin



Washington, D.C.



Seattle



Planning and Design Implications

- Insights fall into two levels:
 - **Core values**, rooted in values and attitudes of the citizens
 - **Planning and design strategies**—a “*toolbox of ideas*”—rooted in recurrent physical attributes

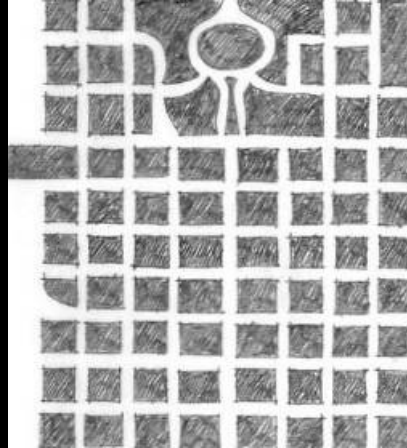
Looking for Common Threads



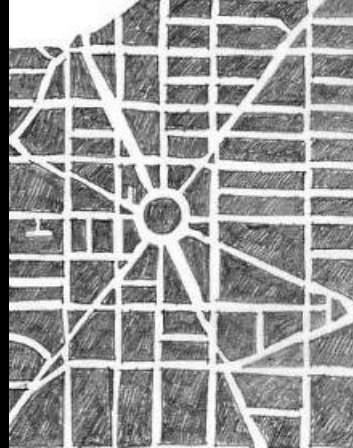
1. Embrace the compact grid



Seattle



Austin



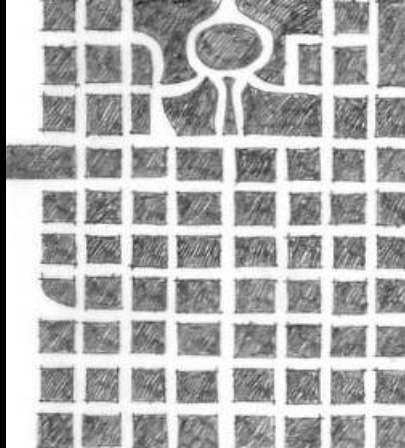
Washington

- *Optimizes walkability*
- *Provides connectivity, flexibility, route choices, traffic dispersal, visibility and interaction*
- *Protect it, avoid superblocks, reestablish it.*

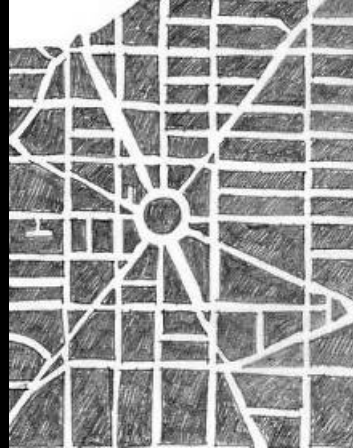
1. Embrace the compact grid



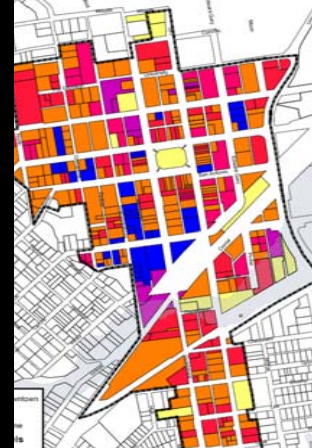
Seattle



Austin



Washington



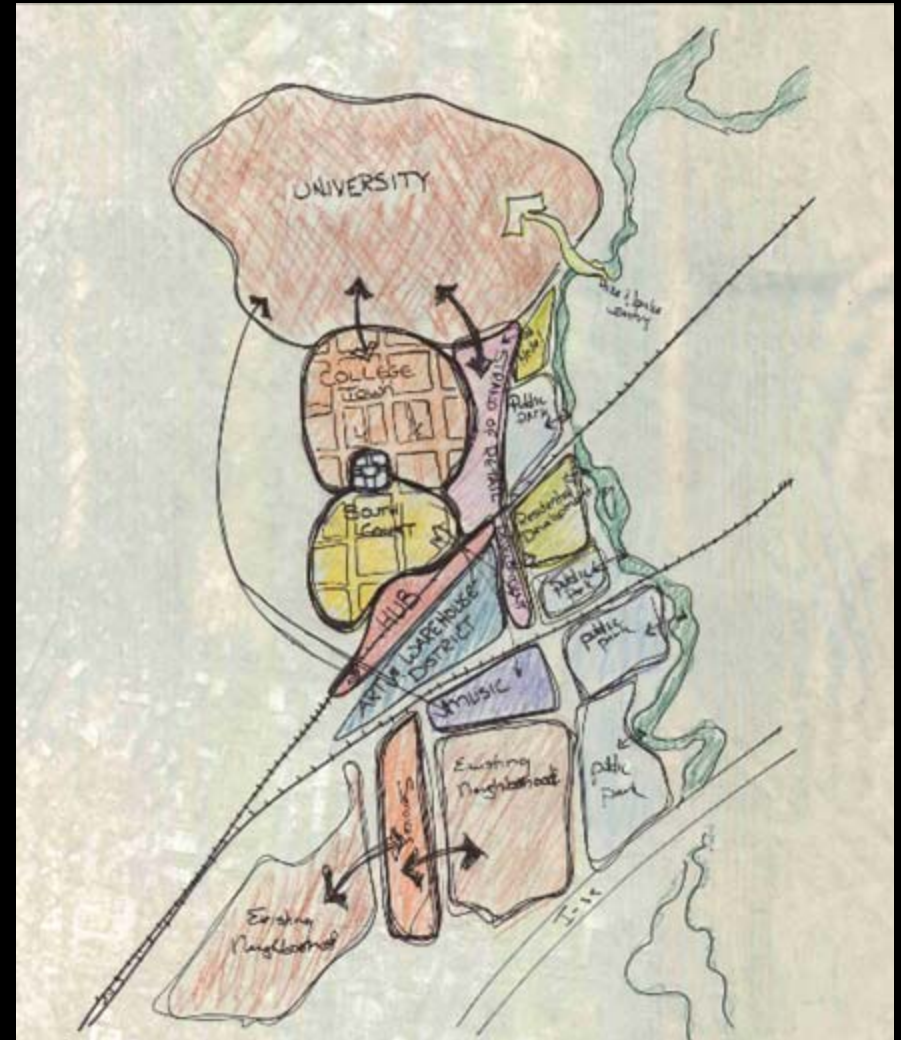
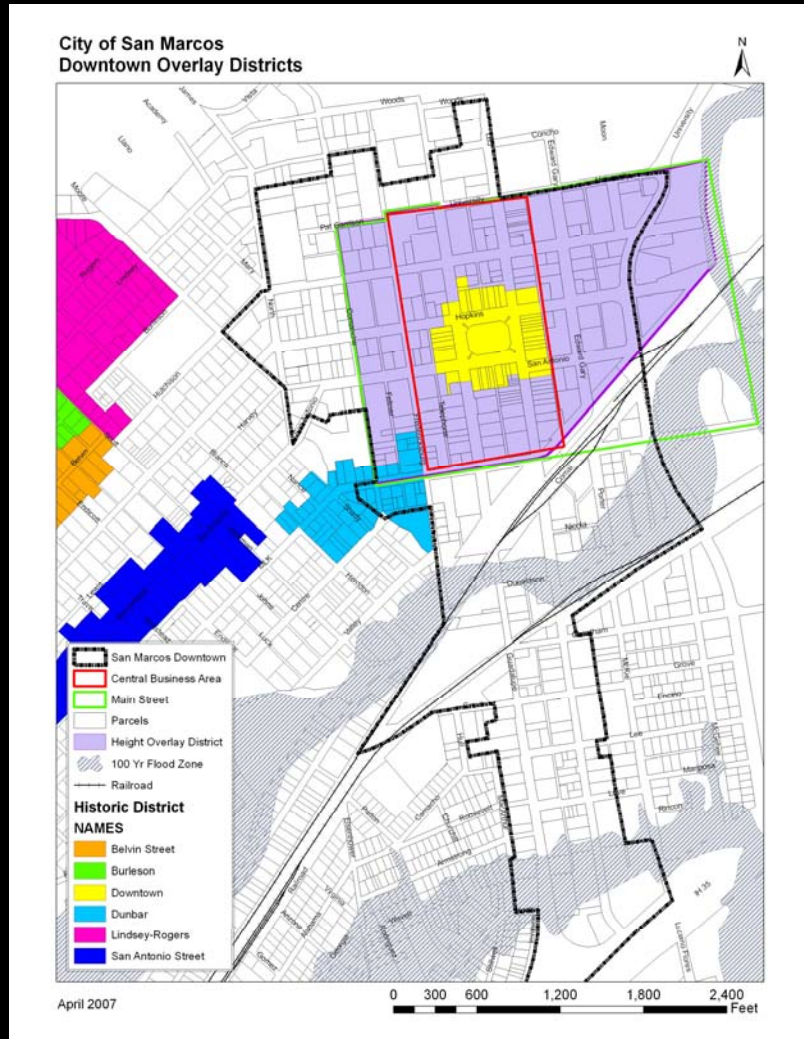
San Marcos

- *Optimizes walkability*
- *Provides connectivity, flexibility, route choices, traffic dispersal, visibility and interaction*
- *Protect it, avoid superblocks, reestablish it.*

2. Distinct, self-contained neighborhoods



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3. Create an urban village at the center of the neighborhood



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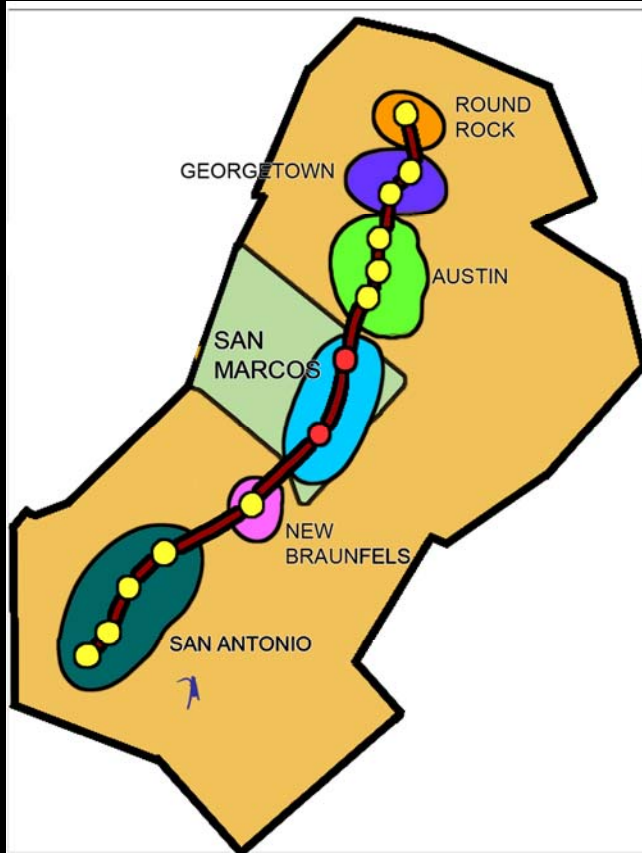


Already have an Urban Village

4. Provide a range of viable transportation choices



4. Provide a range of viable transportation choices



Shuttle Buses, CARTS, University Buses & Commuter Rail



5. Create a vital public realm



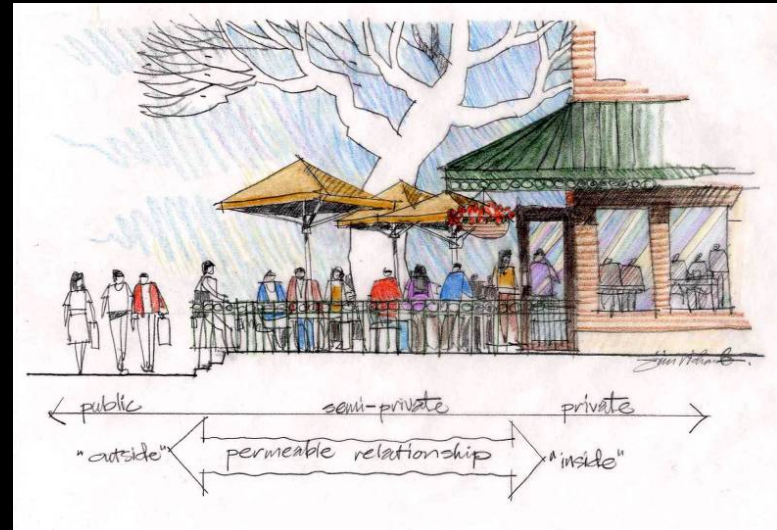
Great streets designed for walking

5. Create a vital public realm



Great streets designed – needs to be expanded further out from Courthouse Square

6. Encourage a wealth of “third places”



First – Home

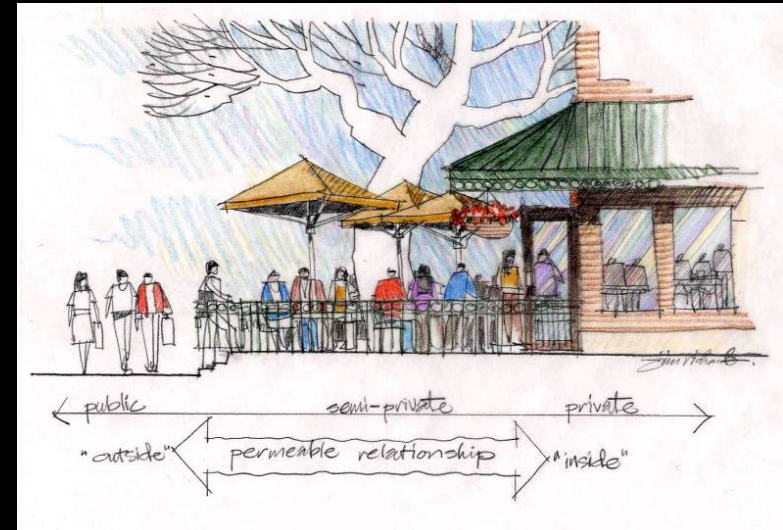
Second – Work

Third Places – Café, Restaurants, Mtg Rms

6. Encourage a wealth of “third places”



Already have.....but could be expanded



7. Preserve vintage landmarks, buildings and districts



*Age + grit = funky = low rents
= local establishments = cool
clientele*



Preserve authenticity...no conflict here

7. Preserve vintage landmarks, buildings and districts



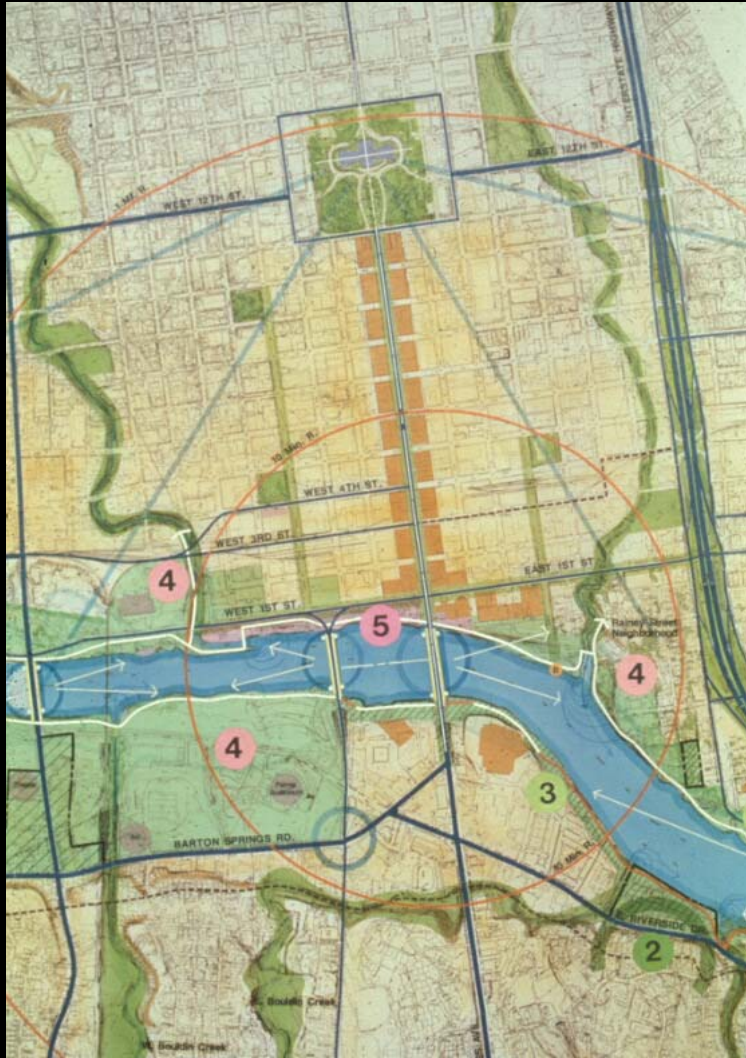
*Age + grit = funky = low rents
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Preserve authenticity...no conflict here



8. Create Outdoor Recreational Areas



Choices of recreational outlets, variety of landscape experiences, and linkages to city-wide network and important destinations.

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Choices of recreational outlets, variety of landscape experiences, and linkages to city-wide network and important destinations.

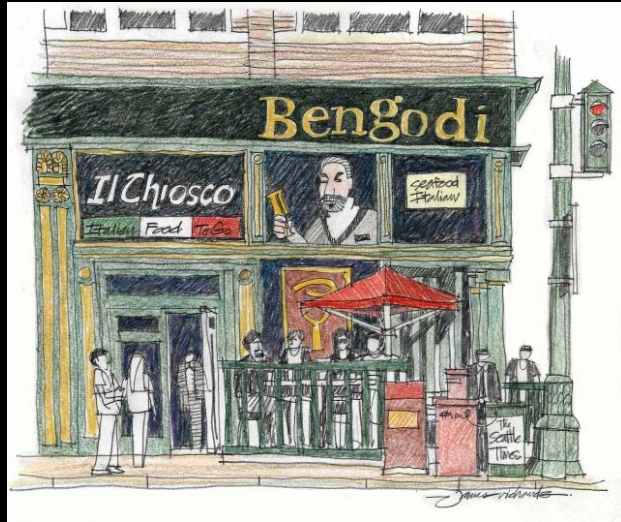
9. A range of cultural opportunities



9. A range of cultural opportunities



10. Create a stimulus-rich environment



10. Create a stimulus-rich environment



*Need to work on....ideas include
a "Mercado" as well as more
mixed use and retail*

Core values

- Diversity
- Flexibility
- Choice
- Authenticity

